

AMENDMENT AND RESPONSE UNDER 37 CFR § 1.111

Serial Number: 09/467,994

Filing Date: December 20, 1999

Title: SYSTEM AND METHOD OF DISTRIBUTING AND RETURNING PRODUCTS

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Dkt: P1585US00

wherein the return center determines compliance or non-compliance with the product rental terms, further wherein an additional charge is posted to a consumer account or a future credit to a consumer account is canceled for non-compliance with the product rental terms; and

wherein the product rental terms include terms related to a specified return date and product condition.

20. (Twice Amended) An apparatus for dispensing products, comprising:

means for selecting a particular product;

means for dispensing the particular product together with a first return mailer to a customer;

means for transporting the particular product from the customer back to a return center located apart from the means for dispensing;

means for identifying the particular product;

means for recording a transaction date in a database; and

a label comprising an address of the return center and having an amount of postage sufficient to mail the particular product to the return center;

wherein said label is configured for being attached to the first return mailer for returning the particular product to the return center or alternatively for being attached to a second return mailer if the particular product is not returned to the return center; and

wherein said particular product is a media product and said means for transporting comprises the first return mailer dispensed at said means for dispensing.